

Rep Order# 9802656
EC'd No

Ver# 1 Status New

Traffic Order#

Printed: 08/23/2012 2:25 PM
Last Received: 08/23/2012 12:16 PM
Showing Buylines: All LinesStation WWSB-TV SARASOTA, FL
Advertiser () POLITICAL
Product BUCHANAN FOR CONGRES
Estimate# 373
Buyer STEPHANIE KOHLBAUER
Phone#
Fax#Agency () MENTZER MEDIA SERVICES
600 FAIRMOUNT AVE, SUITE 306
TOWSON, MD 21286
Agency C/P1/P2/E //373
Flight Dates 09/13/2012 - 09/19/2012
Hiatus WeeksRep Firm
Sales Office () WASHINGTON
Salesperson () BRAD PHILIPPS
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S
VERN BUCHANAN FOR CONGRESS 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN
REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN
NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY
BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO
RACE OR ETHNICITY.

--- REMARKS ---

NEW BUCHANAN ORDER
PLEASE CNFM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TH-F	6A-7A	NEWS	:30	\$175.00	09/13-09/14	1	1	1	\$175.00	
	2	TH-F	7A-9A	GMA	:30	\$225.00	09/13-09/14	1	1	1	\$225.00	
	3	TH-F	5P-530P	NEWS	:30	\$225.00	09/13-09/14	2	1	2	\$450.00	
	4	TH-F	530P-6P	NEWS	:30	\$300.00	09/13-09/14	1	1	1	\$300.00	
	5	TH-F	6P-630P	NEWS	:30	\$550.00	09/13-09/14	1	1	1	\$550.00	
	6	M-W	6A-7A	NEWS	:30	\$175.00	09/17-09/19	2	1	2	\$350.00	
	7	M-W	7A-9A	GMA	:30	\$225.00	09/17-09/19	1	1	1	\$225.00	
	8	M-W	530P-6P	NEWS	:30	\$300.00	09/17-09/19	2	1	2	\$600.00	
	9	M-W	6P-630P	NEWS	:30	\$550.00	09/17-09/19	2	1	2	\$1,100.00	
	10	M-W	11P-1135P	NEWS	:30	\$425.00	09/17-09/19	2	1	2	\$850.00	

Station WWSB-TV SARASOTA,FL
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---REPORT TOTALS---
Report Totals: 15 / \$4,825.00

---SALES MONTHLY TOTALS---
Sep 12: 15 / \$4,825.00
Sales Totals: 15 / \$4,825.00
Station Totals: 15 / \$4,825.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---
Market Totals \$4,825

CABL	0%	UNKN	0%	WBSV	0%	WFIA	0%	WFTS	0%
WTOG	0%	WTSP	0%	WTTA	0%	WTVT	0%	WWSB	100%

Books null
Demos RA35+

CONTRACT



WWSB
1477 Tenth Street
Sarasota, FL 34236
(941)552-0777

And:

MENTZER MEDIA SERVICES
600 FAIRMOUNT AVE
SUITE 306
TOWSON, MD 21286

<u>Contract / Revision</u> 31541 /		<u>Alt. Order #</u> 09802656
<u>Product</u> 373/BUCHANAN FOR CONGRES		
<u>Contract Dates</u> 09/13/12 - 09/19/12		<u>Est. #</u> 373
<u>Advertiser</u> VERN BUCHANAN		<u>Original Date / Revision</u> 08/23/12 / 08/23/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WWSB	<u>Account Executive</u> BRAD PHILLIPS	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	7	09/13/12	09/14/12	ABC 7 Sunrise News @	6a-7a		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	---TF--				1	\$175.00			
N 2	7	09/13/12	09/14/12	Good Morning America	7-9a		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	---TF--				1	\$225.00			
N 3	7	09/13/12	09/14/12	ABC 7 News at 5p	5-530p		:30			NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	---TF--				2	\$225.00			
N 4	7	09/13/12	09/14/12	ABC 7 News at 530p	530-6p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	---TF--				1	\$300.00			
N 5	7	09/13/12	09/14/12	ABC 7 News at 6p	6-630p		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	---TF--				1	\$550.00			
N 6	7	09/17/12	09/19/12	ABC 7 Sunrise News @	6a-7a		:30			NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	MTW----				2	\$175.00			
N 7	7	09/17/12	09/19/12	Good Morning America	7-9a		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	MTW----				1	\$225.00			
N 8	7	09/17/12	09/19/12	ABC 7 News at 530p	530-6p		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	MTW----				2	\$300.00			
N 9	7	09/17/12	09/19/12	ABC 7 News at 6p	6-630p		:30			NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	MTW----				2	\$550.00			
N 10	7	09/17/12	09/19/12	M-Sun ABC 7 News at	M-F 11-1135p / Sa		:30			NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	MTW----				2	\$425.00			
Totals											15	\$4,825.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/19/12	15	\$4,825.00	\$4,101.25
Totals	15	\$4,825.00	\$4,101.25

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



WWSB
1477 Tenth Street
Sarasota, FL 34236
(941)552-0777

<u>Contract / Revision</u>	<u>Alt. Order #</u>
31541 /	09802656

<u>Contract Dates</u>	<u>Product</u>	<u>Est. #</u>
09/13/12 - 09/19/12	373/BUCHANAN FOR C	373

<u>Advertiser</u>	<u>Original Date / Revision</u>
VERN BUCHANAN	08/23/12 / 08/23/12

Signature: _____ **Date:** _____

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